

4 TIPS FOR HOW TO CREATE AN AWESOME LINKEDIN POST

01

Limit posts to [under 145 characters](#) - approximately [25 words](#) including spaces. After this count, readers will have to click 'read more' to access the rest of your post.

02

Use the @ function to [tag other people or companies](#) in your post. Tagging users can increase engagement by 56%.

03

Use [#hashtags!](#) The hashtag search bar allows you to browse relevant hashtags categorized by popularity. Hashtags help people to find your content better maximizing reach and engagement.

04

[Use a visual](#) with your post. Posts with images have 2.3X more engagement than those without images.

